

FOREO

Media Alert: For Immediate Release

FOREO Launches the IRIS™ Illuminating Eye Massager with Alternating T-Sonic™ Technology!

Stockholm, Sept 2015: Swedish beauty brand FOREO, best known for its award-winning and revolutionary LUNA™ skincare range, is excited to announce the launch of the IRIS™ eye massager. This groundbreaking device incorporates “Alternating T’Sonic™ Technology” delivering a gentle yet effective massage for younger- and refreshed-looking eyes. The IRIS™ launches on foreo.com at the end of September 2015.

Amongst wrinkles and lines, dark circles and puffiness around the eye area are some of the biggest concerns that trouble women. Drawing inspiration from traditional methods of manual fingertip tapping, the IRIS™ by FOREO delivers a unique and innovative eye massage through the use of Alternating T’Sonic™ Technology a unique, gentle tapping sensation that comes in 2 modes: Pure and Spa. Pure Mode channels Finger Pulse Technology while Spa Mode combines it with delicate pulsations. Ergonomically designed to fit perfectly with the shape and skin feature of the dermal layer around the eye, both modes of the IRIS™ boost micro-blood circulation, oxygenating the skin to stimulate rejuvenation and help reduce signs of aging and fatigue, but do so taking different approaches according to your comfort and gentleness requirements.

“FOREO is excited to now revolutionize the eye massager market with the launch of the IRIS™,” says Rachel Zhang, FOREO’s Asia Managing Director. “After gaining world-wide success with our LUNA™ range, we have adapted our pulsation technology and combined it with a newly developed system that mimics the original movement of fingertip tapping – a combination that will offer customers better results than manual eye massage.”

The next breakthrough in beauty gadgets, the **IRIS™ eye massager**, available in Mint, Magenta and Petal Pink, offers the following benefits:

- Alternating T’Sonic™ Technology: designed to target the eye area, smoothing away visible signs of aging and fatigue such as fine lines, wrinkles, under-eye bags and dark circles
- Ergonomic Form: fits the eye contour perfectly to optimally deliver a rejuvenating eye massage
- Ultra-Hygienic & Smooth: nonporous to resist bacteria buildup and soft silicone form is gentle, treating the delicate eye area without damage
- 2 Mode System: built-in timer and 8 speed setting; for optimum comfort to suit the needs and requirements of all women
- Travel-Friendly & Smart Design: lockable controls, 100% waterproof and 1 full charge lasts up 140 uses with its USB cable

The IRIS™ can be used in conjunction with eye creams and serums to help improve their absorption or can be used alone for a relaxing eye massage.

FOREO’s IRIS™ eye massager RRP USD 139 / €139/ £99 and will be available from foreo.com with world-wide shipping from September onwards.



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ABOUT FOREO

Sweden-based FOREO aims to empower you to brighten your life. The belief that confidence makes life more vibrant is behind everything we do, and that’s what keeps us working hard to create pioneering products that have a positive impact on your well-being, promoting self-confidence. Our approach is a bold one: we don’t just improve existing designs; we tear them down completely and restart from the ground up. This creative destruction is at the heart of what we do and is reflected in our unique product designs.